

Application No. 09/921,097  
Amendment dated December 20, 2006  
Reply to Office Action of June 20, 2006

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**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (currently amended) A method for using an interactive video, the method comprising the steps of:
  - delivering a video to and displaying the [a] video on a visual display, the video having at least one interface link associated therewith, the interface link adapted to be displayed on the visual display and being linked to ancillary content accessible over a network;
  - interacting with the interface link to access the ancillary content;
  - interrupting the delivery and display of the video at a point in time;
  - transmitting a user request for the ancillary content over the network to a remote site where the ancillary content is stored;
  - delivering the ancillary content to the visual display for interaction by a user; and
  - continuing the delivery and display of the video from the point in time where the delivery and display of the video was interrupted after the interaction by the user.
2. (original) The method of claim 1, wherein said displaying step includes streaming video over a network to the visual display.
3. (original) The method of claim 1, wherein said interacting step includes interacting with an interface link that is embedded in the video.
4. (original) The method of claim 1, wherein said interacting step includes overlaying the interface link on the video on the visual display.
5. (original) The method of claim 1, wherein said interacting step includes interacting with the interface link originating from a separate feed from that of the

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video.

6. (original) The method of claim 1, wherein said interacting step includes hiding the interface link from view on the display until interacted with by the user.
7. (original) The method of claim 1, wherein said displaying step includes displaying the interface link being at least a partially transparent graphic.
8. (original) The method of claim 1, wherein said interacting step includes interacting with primary ancillary content having a link to secondary ancillary content.
9. (original) The method of claim 1, wherein said displaying step includes displaying an interface link that provides the appearance of moving across the screen of the visual display as the video is being played.
10. (original) The method of claim 1, wherein said interacting step includes the sub-step of conducting a commercial transaction with a user.
11. (original) The method of claim 10, wherein said interacting step includes the sub-step of accessing ancillary content having a link to a site adapted to handle the commercial transaction.
12. (original) The method of claim 1, wherein said interacting step includes accessing ancillary content including information relating to the video.
13. (original) The method of claim 1, wherein said interacting step includes accessing ancillary content including video.
14. (original) The method of claim 1, wherein said interacting step includes the sub-step of conducting a commercial transaction using the ancillary content.
15. (original) The method of claim 1, wherein said displaying step includes displaying video having a plurality of interface links associated therewith.
16. (currently amended) A method for using an interactive video, the method comprising the steps of:

delivering a video from a remote location over a network to a visual display and displaying the video on the visual display, the video having at least

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least one interface link associated therewith adapted to be displayed on the visual display, the interface link providing access to ancillary content;  
interacting with the interface link to access the ancillary content;  
pausing said step of delivering and displaying the video from the remote location at a point in time;  
accessing the ancillary content;  
displaying the ancillary content to the visual display for interaction by a user; and

continuing the ~~video~~ delivery and display of the video from the point in time ~~said video the delivery step of the video and display of the video was~~ paused after the interaction by the user.

17. (original) The method of claim 16, wherein said delivering step includes the sub-step of streaming video to the visual display.
18. (original) The method of claim 16, wherein said interacting step includes interacting with an interface link that is embedded in the video.
19. (original) The method of claim 16, wherein said interacting step includes overlaying the interface link on the video on the visual display.
20. (original) The method of claim 16, wherein said interacting step includes interacting with the interface link originating from a separate feed from that of the video.
21. (original) The method of claim 16, wherein said interacting step includes hiding the interface link from view on the display until interacted with.
22. (original) The method of claim 16, wherein said delivering step includes delivering the interface link being at least a partially transparent graphic.
23. (original) The method of claim 16, wherein said interacting step includes interacting with primary ancillary content having a link to secondary ancillary content.

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24. (original) The method of claim 16, wherein said delivering step includes delivering an interface link that provides the appearance of moving across the screen of the visual display as the video is being played.
25. (original) The method of claim 16, wherein said accessing step includes the sub-step of conducting a commercial transaction with a user.
26. (original) The method of claim 25, wherein said accessing step includes the sub-step of accessing ancillary content having a link to a site adapted to handle the commercial transaction.
27. (original) The method of claim 16, wherein said accessing step includes accessing ancillary content including information relating to the video.
28. (original) The method of claim 16, wherein said accessing step includes accessing ancillary content including video.
29. (original) The method of claim 16, wherein said accessing step includes the sub-step of conducting a commercial transaction using the ancillary content.
30. (original) The method of claim 16, wherein said delivering step includes delivering video having a plurality of interface links associated therewith.
31. (currently amended) A method for displaying an interactive video, the method comprising the steps of:

delivering a video to and displaying the [a] video on a visual display, the video having an embedded interface link associated therewith while the video is displayed, the interface link being linked to ancillary content that is accessible over a network;

interacting with the interface link to access the ancillary content;

interrupting the display and the delivery of the video at a point in time;

transmitting a user request for the ancillary content over the network to a remote site where the ancillary content is stored; and

displaying the ancillary content to the visual display.

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32. (original) The method of claim 31, wherein said step of displaying a video on a visual display includes streaming video over a network to the visual display.
33. (original) The method of claim 31, wherein said interacting step includes hiding the interface link from view on the display until interacted with.
34. (original) The method of claim 31, wherein said step of displaying a video on a visual display includes displaying the interface link being at least a partially transparent graphic.
35. (original) The method of claim 31, wherein said interacting step includes interacting with primary ancillary content having a link to secondary ancillary content.
36. (original) The method of claim 31, wherein said displaying step includes displaying an interface link that provides the appearance of moving across the screen of the visual display as the video is being played.
37. (original) The method of claim 31, wherein said interacting step includes the sub-step of conducting a commercial transaction with a user.
38. (original) The method of claim 37, wherein said interacting step includes the sub-step of accessing ancillary having a link to a site adapted to handle the commercial transaction.
39. (original) The method of claim 31, wherein said interacting step includes accessing ancillary content including information relating to the video.
40. (original) The method of claim 31, wherein said interacting step includes accessing ancillary content including video.
41. (original) The method of claim 31, wherein said interacting step includes the sub-step of conducting a commercial transaction using the ancillary content.
42. (original) The method of claim 31, wherein said step of displaying a video on a visual display includes displaying video having a plurality of interface links associated therewith.

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43. (currently amended) A method for displaying an interactive video, the method comprising the steps of:
- delivering a video to and displaying the [a] video on a visual display;
  - displaying an overlaid interface link with the video based on the time elapsed during the display of the video, the overlaid interface link being displayed through a separate feed from that of the video, the overlaid interface link being linked to ancillary content;
  - interacting with the interface link to access the ancillary content;
  - interrupting the display and the delivery of the video at a point in time; and
  - displaying the ancillary content to the visual display.
44. (original) The method of claim 43, wherein said step of displaying a video on a visual display includes streaming video over a network to the visual display.
45. (original) The method of claim 43, wherein said interacting step includes hiding the interface link from view on the display until interacted with.
46. (original) The method of claim 43, wherein said step of displaying a video on a visual display includes displaying the interface link being at least a partially transparent graphic.
47. (original) The method of claim 43, wherein said interacting step includes interacting with primary ancillary content having a link to secondary ancillary content.
48. (original) The method of claim 43, wherein said step of displaying an overlaid interface link includes displaying an interface link that provides the appearance of moving across the screen of the visual display as the video is being played.
49. (original) The method of claim 43, wherein said interacting step includes the sub-step of conducting a commercial transaction with a user.
50. (original) The method of claim 49, wherein said interacting step includes the sub-step of accessing ancillary content having a link to a site adapted to handle the commercial transaction.

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51. (original) The method of claim 43, wherein said interacting step includes accessing ancillary content including information relating to the video.
52. (original) The method of claim 43, wherein said interacting step includes accessing ancillary content including video.
53. (original) The method of claim 43, wherein said interacting step includes the sub-step of conducting a commercial transaction using the ancillary content.
54. (original) The method of claim 43, wherein said step of displaying a video on a visual display includes displaying video having a plurality of interface links associated therewith.
55. (currently amended) A method for conducting commerce over a network during the display of a video to a user, the method comprising the steps of:  
    ~~delivering displaying~~ a video from a remote site ~~and displaying the video~~  
on a visual display, the video having an interface link associated therewith, the interface link being linked to a commerce site adapted to conduct commerce with the user that is accessible over a network;  
    interacting with the interface link during the display of the video to access the commerce site;  
    interrupting the delivery ~~and the display~~ of the video from the remote site after the interface link is interacted with;  
    accessing the commerce site;  
    displaying the commerce site on the visual display; and  
    continuing the step of ~~delivering and~~ displaying the video from the point in time where the ~~delivery and~~ display of video was interrupted after accessing the commerce site.
56. (original) The method of claim 55, further comprising the step of completing a transaction with the commerce site.

Claims 57 and 58 (cancelled).

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59. (currently amended) A method for creating an interactive video, the method comprising the steps of:
- encoding and storing the video onto a remote storage medium at a first site;
  - creating a link program adapted to interrupt the delivery of video from the remote storage medium to a visual display and to interrupt the display of the video on the visual display at a second site, the link program providing and provide access to ancillary content accessible over a network, the link program linking the ancillary content and the video to the point in time when the delivery and the display of the video was interrupted;
  - associating the link program with the video;
  - delivering the video to the visual display; and
  - displaying the video on the visual display.
60. (original) The method of claim 59, wherein said associating step includes the sub-step of encoding the link program with the video onto the storage medium.
61. (previously amended) The method of claim 60, wherein said sub-step of encoding the link program is performed simultaneously with said step of encoding the video.
62. (original) The method of claim 59, wherein said delivering step includes the sub-step of delivering the link program in a separate feed from the video.
63. (original) The method of claim 59, wherein said delivering step includes the sub-step of overlaying the video with the link program during said displaying step.
64. (previously amended) The method of claim 43, wherein the step of measuring includes interacting with a time code marker embedded in the video.
65. (previously amended) The method of claim 59, wherein the step of associating the link program with the video includes embedding a time code marker in the video to permit the display of an interface link to the ancillary content based on the time elapsed during the display of the video.